



Our mission is to provide information and strategies to business owners and managers for improvement in the effectiveness of its business management so that key objectives can be realized.

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Use Sales Letters to Market Your Services

You may think that using sales letters has gone the way of the dinosaur, but if that was true, your mailbox would not be filled to overflowing each day. The truth is that direct mail works.

The very best copywriters command more than \$1,000 per letter, and some make millions taking just a contingency fee based on results of their creative efforts. How can you take advantage of this extremely effective marketing technique? You don't have to pay big bucks to achieve similar results; you simply have to keep certain things in mind to write effective letters.

When you write your sales and marketing letters, you have three missions: 1. ensure you address the primary questions your prospective customers are likely to ask, 2. keep the reader's attention, and 3. give them the need or desire for that product or service.

Your readers typically will ask themselves five simple questions to determine whether they need your product or service or whether they will work with you at all. These questions are:

- What do I get out of it?
- How will this make my life better?
- What if I don't want it?
- How do I know I can trust you?
- What is my calculated risk?

Do you need to be a great writer? Not necessarily. If you can speak persuasively, chances are that you can write persuasively, too. Personalized language sells better than a formal dialogue.

Use these writing techniques to help your prospective customer see why they need your product or service, what the associated benefit is, and exactly how to get it.

- Specify the most important benefits and features that apply to the reader's need.
- Use the YOU point of view. How is it going to impact them?
- Use active words – Protect yourself, Control outcomes, Plan for the future.
- Use natural transitions to keep the flow of your letter.
- Follow the rule of three. Three adjectives, adverbs or ideas have more balance and rhythm than two or four – The broom is quick, easy, and long-lasting.
- Include a call to action. Tell readers exactly how to purchase or contact you – Complete the form, Call toll-free 24/7...800-800-8000.
- Conclude your letter by restating the reader's need for your product or service.

There are a few trends you need to make sure you avoid when writing your pitch.

- Forgo generalities. Be specific. If your offer sounds too amazing, be sure to state it in a believable way. Readers may immediately discredit you if it sounds too unreasonable.
- Keep your readers moving from point to point. Do not use long paragraphs, sentences or words. Use words such as win, secure, or now, which will entice the reader and give them the positive reinforcement for your service or product.
- Lose the humor. Humor works in many areas, but not in sales. Don't interrupt the psychology of selling by using humor.

Use these tried and true guidelines to write winning sales letters. By sticking to these dos and don'ts, your customers will stay focused on you and your product or service. An effective sales letter can return more than five times the average direct mail return, which is just one-half of one percent. If you are unsure about the true benefits you have to offer your clients, give us a call today!